

## ORDER



**Orders**  
**Order / Rev:** 708093  
**Alt Order #:** 06281321  
**Product Desc:** DALTON FOR GOVERNOR  
**Estimate:** 2205  
**Flight Dates:** 09/11/12 - 09/17/12  
**Original Date / Rev:** 08/20/12 / 08/21/12  
**Order Type:** Political

**WFMY-TV**

**Primary AE:** Nick Welte  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** Buying Time, LLC/ POL  
**Buying Contact:**  
**Billing Contact:**  
 650 Massachusetts Ave. N.W. , Suite 210  
 Washington, DC 20001

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Dalton/D/ NC Governor  
**Demographic:** A35+  
**Product Codes:** PL-Governor  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/17/12	34	\$9,375.00	\$7,968.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	34	\$9,375.00	\$7,968.75	0.00
<b>Totals</b>	<b>34</b>	<b>\$9,375.00</b>	<b>\$7,968.75</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nick Welte			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WFMY	09/14/12	09/14/12	M-F CBS Soaps CBS Soaps	CM	1230-2p	----F--	:30	1	\$160.00	P-3	0.00	NM	1	\$160.00
CBS SOAP ROTATION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	----F--					1	\$160.00		0.00			
E 2	WFMY	09/14/12	09/14/12	News2 at Noon News2 at Noon	CM	12-1230p	----F--	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
NEWS 2 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	----F--					1	\$200.00		0.00			
E 3	WFMY	09/14/12	09/14/12	News 2 at 5 News 2 at 5	CM	5-530p	----F--	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
NEWS 2 AT 5PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	----F--					1	\$350.00		0.00			
E 4	WFMY	09/14/12	09/14/12	News 2 at 6 News 2 at 6	CM	6-630p	----F--	:30	1	\$525.00	P-2	0.00	NM	1	\$525.00
NEWS 2 AT 6PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	----F--					1	\$525.00		0.00			
E 5	WFMY	09/14/12	09/14/12	M-F 6-8a Good Morning Show	CM	6-8a	----F--	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
GOOD MORNING SHOW 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	----F--					1	\$200.00		0.00			

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 Alt Order #: 06281321  
 Flight Dates: 09/11/12 - 09/17/12

Advertiser: Dalton/D/ NC Governor  
 Product Desc: DALTON FOR GOVERNOR  
 Estimate: 2205

WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	WFMY	09/14/12	09/14/12	M-F 730-8p Jeopardy	CM	730-8p	----F--	:30	1	\$375.00	P-3	0.00	NM	1	\$375.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	----F--					1	\$375.00		0.00			
E 7	WFMY	09/14/12	09/14/12	CBS This Morning CBS This Morning	CM	8-10a	----F--	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
CBS THIS MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	----F--					1	\$100.00		0.00			
E 8	WFMY	09/17/12	09/17/12	Price Is Right Price Is Right	CM	11a-12p	M-----	:30	1	\$140.00	P-3	0.00	NM	1	\$140.00
PRICE IS RIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----					1	\$140.00		0.00			
E 9	WFMY	09/17/12	09/17/12	M-F 5-6a 5-6a GMS ROT	CM	5-6a	M-----	:30	1	\$120.00	P-2	0.00	NM	1	\$120.00
GOOD MORNING SHOW 5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----					1	\$120.00		0.00			
E 10	WFMY	09/17/12	09/17/12	News 2 at 6 News 2 at 6	CM	6-630p	M-----	:30	1	\$525.00	P-2	0.00	NM	1	\$525.00
NEWS 2 AT 6PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----					1	\$525.00		0.00			
E 11	WFMY	09/17/12	09/17/12	M-F 6-8a Good Morning Show	CM	6-8a	M-----	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
GOOD MORNING SHOW 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----					1	\$200.00		0.00			
E 12	WFMY	09/17/12	09/17/12	M-F 7-730p Wheel of Fortune	CM	7-730p	M-----	:30	1	\$375.00	P-3	0.00	NM	1	\$375.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----					1	\$375.00		0.00			
E 13	WFMY	09/17/12	09/17/12	CBS This Morning CBS This Morning	CM	8-10a	M-----	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
CBS THIS MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----					1	\$100.00		0.00			
E 14	WFMY	09/15/12	09/15/12	Sat 7-730p Sat Wheel of Fortune	CM	7-730p	-----S-	:30	1	\$140.00	P-3	0.00	NM	1	\$140.00
WHEEL OF FORTUNE - SAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-					1	\$140.00		0.00			
E 15	WFMY	09/15/12	09/15/12	Good Morning Show Sat Good Morning Show Sa	CM	6-9a	-----S-	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
GOOD MORNING SATURDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-					1	\$175.00		0.00			
E 16	WFMY	09/16/12	09/16/12	Face the Nation Face the Nation	CM	1030-11a	-----S	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
FACE THE NATION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$750.00		0.00			
E 17	WFMY	09/16/12	09/16/12	News 2 at 11 News 2 at 11	CM	11-1135p	-----S	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$550.00		0.00			
E 18	WFMY	09/13/12	09/13/12		CM	4-5p	---T---	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00

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 Estimate: 2205

WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 4-5p Ellen Degeneres															
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	---T---					1	\$100.00		0.00			
E 19	WFMY	09/13/12	09/13/12	M-F 5-6a 5-6a GMS ROT	CM	5-6a	---T---	:30	1	\$120.00	P-2	0.00	NM	1	\$120.00
GOOD MORNING SHOW 5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	---T---					1	\$120.00		0.00			
E 20	WFMY	09/13/12	09/13/12	News 2 at 6 News 2 at 6	CM	6-630p	---T---	:30	1	\$525.00	P-2	0.00	NM	1	\$525.00
NEWS 2 AT 6PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	---T---					1	\$525.00		0.00			
E 21	WFMY	09/11/12	09/11/12	News 2 at 11 News 2 at 11	CM	11-1135p	-T-----	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	-T-----					1	\$550.00		0.00			
E 22	WFMY	09/11/12	09/11/12	Price Is Right Price Is Right	CM	11a-12p	-T-----	:30	1	\$140.00	P-3	0.00	NM	1	\$140.00
PRICE IS RIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	-T-----					1	\$140.00		0.00			
E 23	WFMY	09/11/12	09/11/12	M-F 4-5p Ellen Degeneres	CM	4-5p	-T-----	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	-T-----					1	\$100.00		0.00			
E 24	WFMY	09/11/12	09/11/12	News 2 at 5 News 2 at 5	CM	5-530p	-T-----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
NEWS 2 AT 5PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	-T-----					1	\$350.00		0.00			
E 25	WFMY	09/11/12	09/11/12	M-F 7-730p Wheel of Fortune	CM	7-730p	-T-----	:30	1	\$375.00	P-3	0.00	NM	1	\$375.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	-T-----					1	\$375.00		0.00			
E 26	WFMY	09/11/12	09/11/12	CBS This Morning CBS This Morning	CM	8-10a	-T-----	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
CBS THIS MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	-T-----					1	\$100.00		0.00			
E 27	WFMY	09/12/12	09/12/12	M-F CBS Soaps CBS Soaps	CM	1230-2p	--W----	:30	1	\$160.00	P-3	0.00	NM	1	\$160.00
CBS SOAP ROTATION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	--W----					1	\$160.00		0.00			
E 28	WFMY	09/12/12	09/12/12	News2 at Noon News2 at Noon	CM	12-1230p	--W----	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
NEWS 2 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	--W----					1	\$200.00		0.00			
E 29	WFMY	09/12/12	09/12/12	News 2 at 5 News 2 at 5	CM	5-530p	--W----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
NEWS 2 AT 5PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	--W----					1	\$350.00		0.00			
E 30	WFMY	09/12/12	09/12/12		CM	5-6a	--W----	:30	1	\$120.00	P-2	0.00	NM	1	\$120.00

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Alt Order #: 06281321  
Flight Dates: 09/11/12 - 09/17/12

Advertiser: Dalton/D/ NC Governor  
Product Desc: DALTON FOR GOVERNOR  
Estimate: 2205

**WFMY-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 5-6a											
				5-6a GMS ROT											
				GOOD MORNING SHOW 5A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	-- W- - - -		1			\$120.00			0.00			
E 31	WFMY	09/12/12	09/12/12	News 2 at 6	CM	6-630p	-- W- - - -	:30	1	\$525.00	P-2	0.00	NM	1	\$525.00
				News 2 at 6											
				NEWS 2 AT 6PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	-- W- - - -		1			\$525.00			0.00			
E 32	WFMY	09/12/12	09/12/12	M-F 6-8a	CM	6-8a	-- W- - - -	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
				Good Morning Show											
				GOOD MORNING SHOW 6A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	-- W- - - -		1			\$200.00			0.00			
E 33	WFMY	09/12/12	09/12/12	M-F 730-8p	CM	730-8p	-- W- - - -	:30	1	\$375.00	P-3	0.00	NM	1	\$375.00
				Jeopardy											
				JEOPARDY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	-- W- - - -		1			\$375.00			0.00			
E 34	WFMY	09/12/12	09/12/12	CBS This Morning	CM	8-10a	-- W- - - -	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
				CBS This Morning											
				CBS THIS MORNING											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	-- W- - - -		1			\$100.00			0.00			
													Totals	34	\$9,375.00